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**Dairy and Rural
Development
Foundation**



DAIRY PROJECT

Quarterly Progress Report July – September 2014



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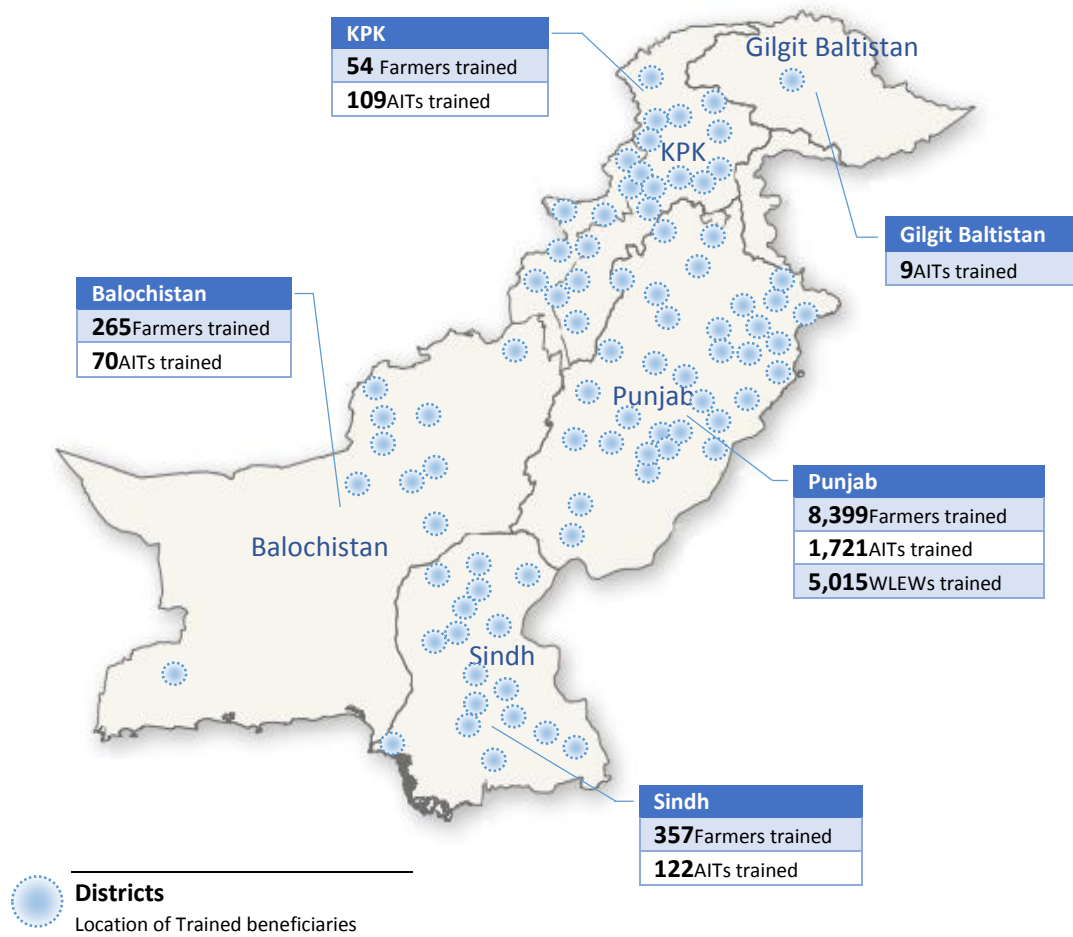


Input:

Over **300** dairy training and awareness classes provided people from rural areas of **90** districts.

Output:

Over **16,000** trained beneficiaries making dairy farming sector efficient and providing extension services.



Outcome:

21% increase in milk yield of dairy animals

89% of the trained farmers adopting more than three best practices for dairy farming

5,200 young unemployed men and women set up their own business

Impact:

Increase in productivity of the dairy sector

Increase in trained farmer's average monthly income by **PKR. 6,000**

WLEWs and AITs earning on average **PKR. 1,150** and **PKR. 6,800** per month respectively

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List of Acronyms

AI	Artificial Insemination
AITs	Artificial Insemination Technicians
AOR	Agreement Officer's Representative
BOG	Board of Governors
BRSP	Balochistan Rural Support Programme.
CMA	Cumulative Moving Average
DRDF	Dairy and Rural Development Foundation
EMPP	Environmental Monitoring Program Plan
FOM	Field Operations Manager
FROS	Female reproductive organs
GM	General Manager
LBEs	Livestock Business Entrepreneurs
LHW	Livestock Health Worker
M&E	Monitoring and Evaluation
MSI	Management Systems International
MTs	Master Trainers
NGO	Non-Governmental Organization
PD	Project Director
PMU	Project Management Unit
RFP	Request for Proposal
SMs	Social Mobilizers
TOR	Terms of Reference
TOTs	Training of Trainers
UAF	University of Agriculture Faisalabad
US	United States
USAID	United States Agency for International Development
UVAS	University of Veterinary & Animal Sciences
VTIs	Vocational Training Institutes
WLEWs	Women Livestock Extension Workers
WMA	Weighted Moving Average

Executive Summary

The Dairy Project is a three year intervention. It is a joint effort of the United States Agency for International Development (USAID) and Dairy and Rural Development Foundation (DRDF) to enhance rural incomes by increasing livestock productivity. The project has provided training to 9,000 dairy farmers and 100 farm managers in best dairy practices to help them increase milk productivity that will eventually lead to increase in their income. The project has also provided training to 2,000 rural, unemployed young men as Artificial Insemination Technicians (AITs) and 5,000 rural, unemployed young women as Women Livestock Extension Workers (WLEWs) to assist dairy farmers by providing them quality extension services. The Dairy Project helps in establishing AITs and WLEWs as entrepreneurs once they are trained and certified by the University of Veterinary and Animal Sciences (UVAS), Lahore.

The project has reached the end of its initial timeframe of three years and has achieved all the training targets. Last quarter was a silent period for the project as not much training activities took place and the management was mostly working on the future planning for the extension phase. In the last month the project also got an extension of two years from USAID with new targets to be achieved. As far as the old targets the project was successful in imparting the knowledge to the dairy farmers and the results can be seen on the field. There has been on average 10 to 19 percent increase in the milk yields of the dairy animals, which when seen cumulatively for all the beneficiaries is a significant impact. The project trained AITs earn an average monthly profit of PKR. 7,027 and WLEWs earn PKR. 1,524. However, with the passage of time WLEWs are proving themselves in their line of work and gaining the trust of farmers, which will help to boost their incomes in the near future. A total of 9,285 farmers, 5,014 WLEWs and 2,032 AITs were trained in the 3 years period. The following figure shows growth of such beneficiaries over the years.

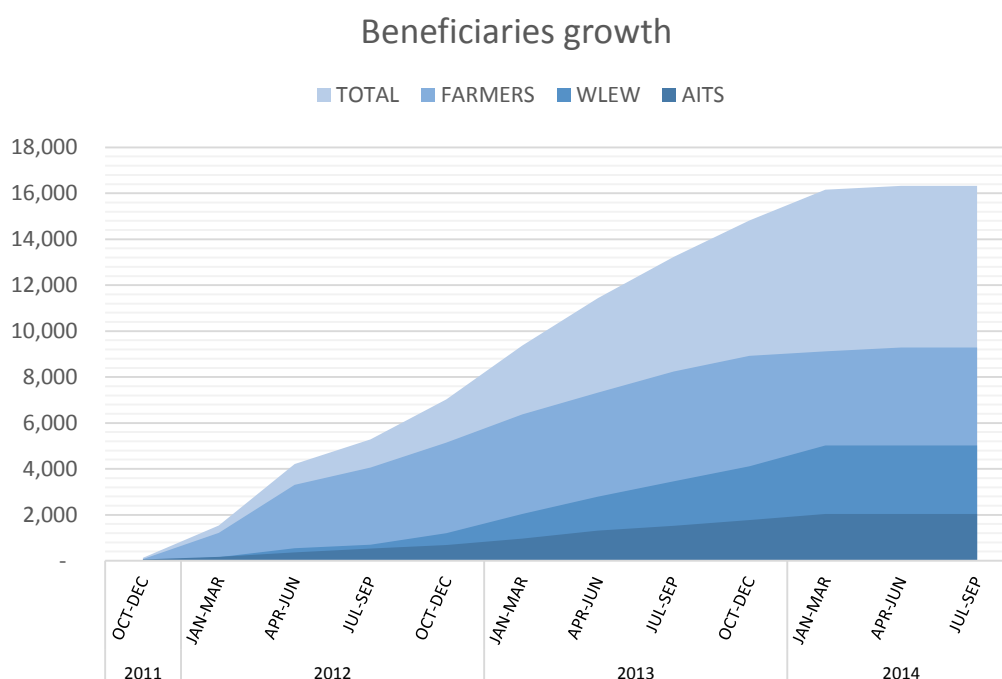


Figure 1 Quarterly Growth in the Number of Trained Beneficiaries

Financials

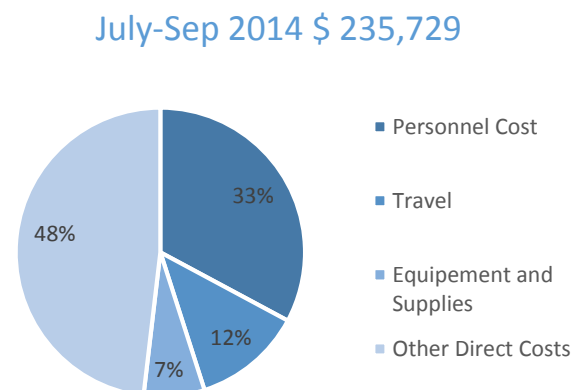
Aid for Sustainable Development

Table 1: Financial Summary

Description	Amount
Total Estimated USAID Amount:	\$21,018,293
Amount Obligated (as of 14th October 2014):	\$20,918,293
Leverage Amount (Non-Federal):	\$5,108,059
Total Project Funds Expended To Date (end September-2014):	\$13,917,511
Project Funds Expended During the Reporting Quarter (July 14 – Sep 14):	\$235,729
Obligated Project Funds Remaining Available:	\$7,000,782
Project Funds Allocated for the Next Quarter (Oct 14 – Dec 14):	\$549,947

Table 2: Expenditure Summary

Expense Categories Under Cooperative Agreement	Expenditure during April-June 2014 (US \$)
Personnel Cost	77,397
Travel	28,819
Equipment and Supplies	16,049
Other Direct Costs	113,464
Total	235,729



The right to development is the measure of the respect of all human rights. That should be our aim: a situation in which all individuals are able to maximize their potential, and to contribute to the evolution of the society as a whole.

-Kofi Annan



Progress & Performance

Marching Forward

Due to the vital importance of the livestock sector in Pakistan, the Dairy Project with its extensive training programs for dairy farmers, Women Livestock Extension Workers (WLEWs) and Artificial Insemination Technicians (AITs) is playing an important role in transforming livelihoods of rural communities. The Dairy Project is being implemented in all four provinces, with a major focus on Southern Punjab within a time frame of three years (July 2011- July 2014).

This progress report describes the operations and progress of the project in the period July 2014 to September 2014. For a detailed overview of the project, please refer to annex 1.

Training and Support for Dairy Farmers

Since the comprehensive target for all the three training program of the farmers components were achieved by the end of May 2014, no further trainings took place in the silent period from July – Sep 2014. As of September 30, 2014, the Dairy Project has trained a total of 9,285 farmers. Table 4 shows the total number of farmers trained by training type in the last three years.

Table 3: Number of Farmers Trained by Training Type

Type of Training	Farmers Trained
Two-Day Training	5,118
Four- Day Training	3,749
One Month Training	418
Total	9,285

As in the extension phase the project would be changing its training programs to one day training, seven days training and one month training, this meant that the curriculum of the previous training programs had to be revised. In the reporting quarter the field operations along with the communication team and in consultation with University of Veterinary and Animal Sciences (UVAS) revised the curriculum for one day and seven days training. One day training would be more focusing on providing awareness to the small scale farms using visual training and farm demonstrations and these training would be conducted on the model farms being up-graded with the help of the Dairy Project on cost sharing bases with the owners in village centers. Whereas the seven and one month training would continue to be conducted on the nestle farms and not on the upgraded farms as the later are not that well equipped to provide all the intermediate and advance level trainings for the farmers.

Model Farms

One of the component the Dairy Project would be incorporating in the extension phase would be to help built 100 dairy farms in different village centers on cost sharing bases with the owners. The project has undergone a pilot phase for such up-gradation on three farms in areas of Southern Punjab namely Vehari and Multan. These dairy farms would provide universal coverage to small dairy farmers in their surroundings and would be used to provide awareness to these farmers in the one day training program of the project. These would also act as a service hub for the dairy farmers to get input supplies for dairy practices and also bring them closer to the suppliers, making their dairy business more efficient and reducing variable costs.



Figure 2 the two upgraded farmers with newly constructed modern sheds

Training and Support for Artificial Insemination Technicians (AITs):

As the life of the project training target for AITs was achieved by the end of March 2014, no training took place in July – September, 2014. As of September 30, 2014, a total of 2,032 AITs have been trained by the Dairy Project. Moreover, motorbikes were distributed to 141 AITs from Khyber Pakhtunkhwa, Gilgit, Punjab, Sindh and Baluchistan upon satisfactory fulfillment of the criteria set out by the Dairy Project. In the coming months another 6 AITs, who were revaluated, would receive bikes and in the extension phase another 98 AITs would have their first evaluation and 39 AITs would be having their revaluation.

Table 4 Summary of Motorbiked Distribution

Province	Distributed (July-Sep)
Khyber Pakhtunkhwa	1
Punjab	103
Baluchistan	31
Sindh	2
Gilgit Balistan	4
Total	141

Training and Support for Women Livestock Extension Workers (WLEWs):

Training of WLEWs is one of the most important components of the project as it not only aims to improve the potential of the livestock sector through better animal health and extension services at the village level, but also contributes in empowering rural women. The project in the reporting period did not train any WLEWs further as it had met the training target by May 2014. As of September 30, 2014 the Dairy project trained 5,014 WLEWs, which is above the set target of 5,000.

The project is also looking in to making liaisons with other initiatives and development bodies who are currently or planning to work in the area of providing empowerment to the women, this would be a good learning activity for both the parties and make planning of interventions in such areas more effective. Another opportunity to expand the work of the WLEWs is to introduce them to the beef market and make linkages for such women with the market so they could expand their work and have more sources of income.

Over view of the Impact indicators for the three components

Due to the cost cutting in the silent period (no-cost extension period) of the project no specific evaluation activity took place to measure the impact of the project. However, table 5, 6 and 7 below shows progress on indicators from the Monitoring and Evaluation Activity Plan. These indicators are calculated on the basis of a quarterly follow up survey, which were conducted on quarterly basis over the last year. From these surveys moving averages (Simple and Weighted) of period 4-quarters were calculated to get the average impact of the project over the year and to remove seasonality. Refer to annex 4 for detailed sampling and evaluation methodology of quarterly surveys conducted by Monitoring & Evaluation Department.

Table 5: Performance Indicators of Trained Farmers

Indicators	Targets	Achieved (Moving average)	Achieved (Weighted Moving average)
Incidence of Hemorrhagic Septicemia (HS) and Foot and Mouth Disease (FMD) in: A) Dairy animals owned by project-assisted households and B) Dairy animals of farmers assisted by WLEW relative to the baseline	At least 20 percent reduction in the incidence on average.	Reduction in HS incidents: 45% Reduction in FMD incidents: 0%	Reduction in HS incidents: 63% Reduction in FMD incidents: 5%
Average monthly (per animal owned by project-assisted household) quantity of milk produced relative to the baseline	At least 10 percent increase in milk yield.	19 percent	21 percent
Percentage of farmers using services of Women Livestock Extension Workers (WLEWs) relative to the baseline	At least 10 percent farmers using services of WLEWs.	17 percent	19 percent
Percentage of project-assisted farmers using at least three best practices relative to the baseline (disaggregated by farmers/farm managers)	60 percent farmers adopted three or more best practices	86percent	89percent
Number of villages reached with TV and/or Rk8adio sketches	At least 700 villages per year	Nationwide 88 districts and 238 tehsils were reached in Phase Two of the TV/Radio campaign	Nationwide 88 districts and 238 tehsils were reached in Phase Two of the TV/Radio campaign
Number of project-assisted farmers trained in business practices, and book-keeping	97.7per cent	100 percent	100 percent

Table 6 Performance Indicators for Project Trained AITs

Indicators	Targets	Achieved (Moving averages)	Achieved (Weighted moving averages)
Average monthly income of AITs from providing AI services relative to the baseline	Income of at least Rs. 3,000 (US\$ 30) per month	PKR. 6,504	PKR. 6,804
Number of insemination procedures performed per AIT/ per month	-	24	24
Average number of inseminations per AIT per day	At least one insemination case per day	0.8	0.8
No. of pregnancy tests performed per AIT per month		25	32
Percentage of AITs providing AI services	60percent of AITs	97 percent	97 percent
Ratio of insemination procedures to pregnancy	At most 1.7 insemination per pregnancy	1.48	1.53
Percentage of project-trained AITs introduced to input suppliers	100percent	100 percent	100 percent
Number of AITs successfully trained in book-keeping, business management	100percent	100 percent	100 percent

Table 7 WLEW Performance Indicators

Indicators	Targets	Achieved (Moving averages)	Achieved (Weighted moving averages)
Average monthly income of WLEWs from livestock services relative to the baseline ¹	Income of at least PKR. 3,000 per month	PKR. 966	PKR. 1,144
Average number of farmers served by WLEWs per month	-	14	15
Number of villages served by the WLEWs ²	2,000 villages	4,500	4,500
Number of project-trained WLEWs providing services as self-employed extension workers	At least 60percent of the trained WLEWs providing services	64 percent	64 percent
Number of WLEWs operating / managing project-supported milk collection points in project-assisted communities	At least 20 milk collection points	16	16

Indicators	Targets	Achieved (Moving averages)	Achieved (Weighted moving averages)
Number of WLEWs offering feed, nutrient, and other inputs for sale to farmers	60 percent	78 percent	78 percent
Percentage of project-trained WLEWs introduced to input suppliers	100 percent	100 percent	100 percent
Number of the WLEWs trained in business practices, book-keeping	5,000 WLEWs	5,015	5,015
<p>1: Combined income of both Livestock Health Workers (LHWs) and Livestock Business Entrepreneurs (LBEs).</p> <p>2: Estimated Number of villages. According to the survey every WLEW visited 1.8 villages on average and we have trained 5,015 WLEWs. As per the project SOP of WLEWs' selection, we assume that at most 2 WLEWs are from one village.</p>			



Communication, Awareness Campaign and Other Activities:

- The Communications department helped draft and edit Dairy Project's reply to OIG Concerns regarding implementation issues and remedies, along with Annexures.
- Also, three types of letters to AITs were drafted and composed in Urdu, with following headings:
 - I. Acknowledgement of Reimbursement
 - II. Intimation for Disqualification
 - III. Intimation for Motorbike Survey
- Further, an acknowledgement in Urdu was translated and composed to get signed by three farmers, whose farms are upgraded with Dairy project's support on cost share basis.
- The Communications department extended assistance and necessary support to other departments, including review and edits of Environmental Documentation Form and Dairy Project's Annual Report-Year III. Further, necessary support was provided to design and print Annual Progress Report-Year III
- The Communications department helped review and edit Dairy Project's reply to the Request for Application (RFA) letter received from USAID, for Dairy Project's two-year extension.
- As per request from USAID's Public Communications Project, the Dairy Project helped facilitate Dairy Project's trained beneficiaries TV shoot, held on Thursday, September 25, 2014. Three beneficiaries hailing from Bootay Wala village, district Multan and 553/EB, district Vehari took part in this TV shoot, All three beneficiaries (Dairy Farmer, AIT and WLEW) were very confident, highly extrovert and successful in their respective field. Their significant achievements scored after trainings, really inspired the TV shoot team and community members alike.
- Developed draft MOU to be mutually agreed and signed by USAID-DRDF Dairy Project and University of Veterinary Animal Sciences, Lahore to ensure smooth roll-out of Project's training operations for two-year extension phase. Followed by this, an initial meeting was held at Vice Chancellor's office, UVAS, to review and discuss the areas of improvement in the draft MOU. Final review and sign-off ceremony is expected to be held in the month of November, 2014.
- Developed and shared a tentative storyboard and terms of reference (TORs) for a sequel of USAID-DRDF Dairy Project's corporate documentary. The purpose of this 15-20 minute long documentary/docudrama will be to feature Dairy Project's three successfully trained beneficiaries, Dairy Farmer, Woman Livestock extension Worker and Artificial Insemination Technician, explaining project's components, objectives, impact and the kind of difference, USAID-DRDF Dairy project is bringing in the lives of rural farming community of Pakistan through dairy and livestock development. Further, the proposed documentary/docudrama will elucidate the current scenario of dairy and livestock sector in Pakistan, where does Pakistan stand out at international level in terms of milk yield and breed potential, baseline of Dairy Project; what we achieved in the first phase of three-year; where we are; and what we want to do in the two-year extension phase.

This documentary will be used as an effective communications medium to market Dairy Project among donors, dairy industry, milk processors, investors, Govt sector, NGOs, international and national stakeholders.
- Dairy Project's advertisements were drafted and released in newspapers, based on requirements. These included job opening by Human Resource department and expression of interests (EOIs) by the Procurement and Field Operations department.
- An online job management application on Dairy Project's website was got developed and went live, disseminating several current job openings available at Dairy Project.
- Further, Communications department planned to develop Dairy Project's diary and calendar for the year-2015. Followed by this, procurement process was expedited to release the advertisement to share RFQs with potential design houses.

Annexures:

Annex 1: Project Overview

The Dairy Project is a joint effort of the Dairy and Rural Development Foundation (DRDF) and the United States Agency for International Development (USAID) to foster sustainable increase in dairy and livestock productivity through adoption of best dairy farming practices, breed improvement, availability of timely extension services, and promotion of livestock businesses. The Dairy Project is being implemented in all four provinces, with a major focus on Punjab with a time frame of three years (July 2011- July 2014). The project contributes to the USAID strategic objective of creating job opportunities and increasing income. The project objectives are aligned with Pakistan's development agenda, and its goal and objectives reflect national and regional priorities.

Training and Support for Dairy Farmers

The primary objective of providing training and support to dairy farmers is to improve prevalent dairy farming practices for improving livestock productivity and enhancing incomes of rural households assisted by the project. The project targets to train 9,000 farmers and 100 farm managers. In addition to this, 800 farmers from Khyber Pakhtunkhwa, Sindh and Baluchistan are supported in attending the project's training courses in Punjab. These trainings cover several topics including improved feeding and animal nutrition, importance of improved breeds, basic animal health, and farm equipment and shed management. Trainings for farm managers include separate components on basic bookkeeping and business skills. Knowledge of basic business know-how adds to the skills of farm managers. Consequently, all trained farmers have a better understanding of the milk value chain and how to profitably create linkages within it.

Classroom trainings are being conducted at model dairy farms, where modern dairy farm-management techniques are implemented. After successful completion of the training course, participants are provided with basic equipment kit that helps them to put into practice the newly learnt farming practices. Trained farmers are visited frequently for support and follow up.

Training and Support for Artificial Insemination Technicians (AITs)

The objective of AI trainings is to improve the provision of AI services to foster good quality breeds that will improve livestock productivity and enhance income of rural youth. Under this component, 2,000 young individuals from rural Punjab, and 300 from Khyber Pakhtunkhwa, Sindh and Baluchistan will be supported in attending the project's AI training courses in Punjab. AITs receive five weeks of training with two months follow up support. Trainings include a mix of theory, demonstration and practical exercises related to insemination, safe handling and maintenance of insemination guns, liquid nitrogen cylinders for transporting semen and other equipment. Classroom trainings take place at AIT Centers, established by the Dairy Project, and the Government of Punjab's Vocational Training Institute (PVTI).

Each AIT receives initial support to establish him as an entrepreneur. This support includes AIT kit (including Nitrogen Cylinders, Semen, Semen Straws, and basic AI related equipment). A motorbike is also provided upon meeting certain performance criteria.

Training and Support for Women Livestock Extension Workers (WLEWs)

The objective of this component is to increase the use and availability of livestock services provided by WLEWs for improving livestock productivity and enhancing income of rural females. Under this component, 5,000 WLEWs will be trained. WLEWs receive one-month training on basic animal health management, basic preventive animal health measure, identification of the most common diseases, immunization, basic treatment, animal nutrition and animal hygiene. The curriculum is updated in collaboration with University of Veterinary and Animal Sciences (UVAS). WLEWs are also trained in feed supply and milk collection to give them the expertise to further grow their businesses. They also receive training in bookkeeping and business skills as well as linkages to service (including financial) and input suppliers along the dairy value chain.

Extension worker training are conducted in village clusters, so that women can attend training near their homes. A training camp is set up on a temporary basis at each site. The project arranges for transport to and from the site. All master trainers are women veterinary graduates. The program is certified by the University of Veterinary and Animal Sciences (UVAS).

Upon completion of the course, WLEWs selected for animal nursing are given a veterinary kit, while WLEWs doing concentrates businesses are supported by a stock of animal feed. The program also provides workers with basic mobile phones to enable easy communication with clients and input suppliers.

Awareness Campaign

The overall objective of the Dairy Project's mass awareness campaign is to increase awareness about the best dairy farming practices for improving livestock productivity in Pakistan. Under this component, TV, radio, and/or print infomercials on subjects such as de-worming, vaccination, mastitis control, breeding, and feeding practices are being developed. The awareness campaign through TV, radio, and/or print media is to be aired in about 2,000 villages in Punjab and other provinces. Farmer days and silage-making days are organized to motivate farmers to adopt improved animal husbandry practices.

Annex 2: Environmental Compliance

In no cost extension phase dairy project did not had the field activities so no monitoring has been carried out for field activities. However, Environment team worked on developing the Environment Document Form (EDF) and Environmental Mitigation and Monitoring plan for the extension phase so that EDF along with EMMP document could be approved from USAID.

Environmental document will contain additional requirements for the environmental compliance for the new activities like biogas plant commencement and related health safety and environmental mitigation measures. Mitigation regarding the import of sexed semen has also been incorporated in the draft EDF document so that it is ensured that semen is imported from cleared disease free source to avoid any transmittable disease through insemination in Pakistan. Environmental considerations regarding model farm up gradation has also been incorporated in the detailed EDF document. This approved document would help in implementation of the safe environmental practices and to ensure the environmental compliance for all the activities.

Moreover, environmental considerations regarding three main training component are there in the draft EDF document so that monitoring of the previous three components i.e. AIT, WLEW and farmer training could be carried out to check the environmental compliance continuously.

Furthermore, environmental awareness material has also been reviewed so that necessary amendments could be made to the existing material.

Annex 3: Performance Evaluation Sampling Strategy

For the last QPR (April-June 2014) there was no dedicated evaluation conducted for the impact and progress of the project. The reported performance statistics are computed as combined averages of previous quarterly statistics. To get a better evaluation simple Combined Averages and Weighted Averages (Weighted Moving Averages) are computed. Moving averages tend to factor out any seasonality effects which tends to add up in the total impact of the project and weighted averages are also computed to give more weight to the recent quarter figures. Time period taken to carry out these averages is of 4-quarters, stats from the last four QPRs were averaged to get a fair average impact of the project. The formula used to calculate Weighted Average is given below.

$$\text{Weighted Average} = \frac{nx_m + (n-1)x_{m-1} + \dots + 2x_{m-n+2} + x_{m-n+1}}{n + (n-1) + (n-2) + \dots + 2 + 1}$$

Where x_m is the value in n^{th} quarter, while x_{m-n+1} is the value in first quarter.

The methodologies used for evaluation surveys in the past are as follow.

Survey Methodology:

The primary objective of the evaluation activity is to get a reliable indicator of the project's performance in three components vis-à-vis farmer, AIT and WLEW training. Given logistical and security constraints, it is not possible to cover all districts from where the Dairy Project has trained beneficiaries. Therefore, for sampling purposes, the beneficiaries trained in Punjab are picked as approximately 85 percent of the project trained farmers and AITs and 100% of the WLEWs are from Punjab.

For sampling purposes proper statistical methods are adopted to determine the sample size for the survey. Confidence level of 90percent and significance level of 5percent is kept to gain more accurate insights to the impact of the project. The evaluation sampling is handicapped by the unavailability of baseline data, especially for the farmer component. Hence, an evaluation design is adopted that allows us to get both baseline and end line values simultaneously.

Survey tools are designed in accordance with the projects key outcome indicators illustrated in Monitoring and Evaluation (M&E) Activity Plan. Keeping in view the experiences from the past quarterly surveys, survey tools are refined and necessary questionnaire added to gather more insights into the impact of trainings provided by Dairy Project. Enumerators' training is an essential part of quality data fetching. A complete training session is organized in Multan for all the enumerators conducting the survey. Enumerators are introduced to the probing methods and all research instruments are briefed one by one. After complete orientation on probing techniques and survey instruments, mock sessions are held which are observed by trainers. Later trainers provide their feedback on mock sessions one by one to each participant for improvement.

After the questionnaires are finalized and well briefed to enumerators, a pilot is carried out in Multan zone. This not only refines the tool even further, but also helps the enumerators to get first-hand experience. Two such pilots are carried out before final implementation. After successful pilot testing and planning, the survey is carried out by four main working zones of the project which are namely Multan, Vehari, Kamalia and Hasilpur.

To ensure the quality of data, M & E has a complete monitoring plan which is implemented with the help of M & E zonal staff. M & E officers make random checks on the interview sessions carried out by the enumerators to ensure accuracy of the data collected. Complete data flow procedures are documented with all the data quality and verification checks explicitly mentioned. After receiving the questionnaires from the enumerators and before it is entered in to the database, the data is verified by Monitoring and Evaluation Officer and Assistant Zonal Manager at two different stages to ensure the quality of data. Even though the data is received after rigorous checking



SUCCESS STORY

Making the Mark

USAID-DRDF Dairy Project helps unemployed, marginalized rural women to improve their livelihoods through socio-economic empowerment



“I am happy that my right decision led me to explore new ways of better income and improved social status”.

Thanks to USAID-DRDF Dairy Project”

Azra bibi, Woman Livestock Extension Worker

“I was stunned at her armed resolve to combat the scourge of poverty. Since, I had already been working as a professional vaccinator, I found Azra bibi, a very responsible and dedicated Livestock Extension Worker trained under USAID-DRDF Dairy Project, who provides basic livestock healthcare services at the doorstep of the farming community in an efficient and timely manner”, Ghulam Hussain unfolds the inspirational story of Azra bibi, an energetic lady, hailing from his village 553/EB, district Vehari.

In view of meagre earnings of her husband, a distemper, Azra decided to step forward to become a bread-winner for her family of five dependents. Life was an uphill struggle. The bleak phase of her life was ongoing, until she met the USAID-DRDF Dairy Project’s team in a community meeting at her village, which introduced her to their Women Livestock Extension Workers’ program.

Realizing the pivotal role of rural women in livestock management, the Dairy Project has undertaken the training of 5,000 rural women as Women Livestock Extension Workers (WLEWs). Through these trainings, rural educated women are empowered through the provision of knowledge, official certification from the University of Veterinary and Animal Sciences as well as skills and tools to provide much-needed animal health care, management and record keeping in their villages.

After successful completion and certification of four-week training, the Dairy Project also provided her a basic startup kit and a cell phone supporting her self-employment and sustainable income. Further, the project’s follow-up team also helped her establish strong market linkages and the use of mobile phone has helped her increase her client base. Azra is able to earn an average monthly profit of PKR 50,000 by providing basic animal healthcare medication and treatment, vaccination and ear tagging.

“Once dubious of her capabilities, I am firmly positive to recommend her as a reliable livestock extension services provider in the adjacent villages”, says Ghulam Hussain.

Presently, Azra is serving farmers in over 10 villages. To further her economic prosperity, Azra received advance training as Village Milk Collection Agent (VMC) under USAID-DRDF Dairy Project, adding additional profit to her monthly income. “I have purchased a motorcycle and five marla land to further secure my family’s future. I had never thought, I would come across such a wonderful opportunity to translate my vision of a decent livelihood provided to my children through increased income and improved health, education and food facilities, Thanks to USAID-DRDF Dairy Project” remarks Azra passionately.



SUCCESS STORY

Embarking on Entrepreneurship

USAID-DRDF Dairy Project helps unemployed villagers to become trained Artificial Insemination Technicians (AITs) for dairy breed improvement and kick start their businesses.



"I participated in the USAID-DRDF Dairy Project's AIT training course and I am now able to help improve cow/buffalo breeds in my village and surrounding areas. With a motorbike awarded to me on high performance, I can reach out farmers in remote villages, who are also experiencing a transformation in their traditional mindset. Thank you Dairy Project!"

Muhammad Amjad, Dairy Project trained AIT from village Bootay Wala, district Multan.

"Since long, I was on the lookout for a reliable source of income to support my family, with five younger sisters, one brother and parents. Life was not so pleasant, as we could barely make both ends meet, with my father's insufficient income. Thanks to USAID-DRDF Dairy project for enabling me embark on entrepreneurship. By becoming a certified artificial Insemination technician, I have not only increased the capital reserve of dairy farmers by providing them breed improvement services, but have also got an income boost, ensuring a decent livelihood for me and my family, remarks Muhammad Amjad, hailing from Bootay Wala, district Multan.

"Fortunately, I got an opportunity to meet the USAID-DRDF Dairy Project team in a community meeting at my village, which introduced me to Artificial Insemination techniques for dairy breed improvement, and urged me to participate in the AI training being held in Burj Attari, Sheikhpura, Punjab. This is how my life and income improved steadily", Amjad further explains confidently.

It all began few months back, when the Dairy Project's team arrived in Multan, Punjab and introduced Muhammad to the AI trainings being conducted by the project. "Initially, I was scared and apprehensive," he says. "But it was my good fortune that I decided to go for it," he states.

"After the training, I passed the exam and Dairy Project provided me with a kit, which included nitrogen gas for safe storage of semen and other equipment," Muhammad says. During an induction meeting in his district, farmers were introduced to Muhammad's work and the breeding services he would be able to provide to them. "I attend more than 300 artificial insemination cases per month. My average profit is around PKR 35,000 per month now," he says. Thereafter, due to his high performance, Muhammad was also awarded a motorbike which further assisted in expanding the scale of his AI services, even outside his village.

"Timely Insemination services were not available in our village and it is good to have a trained artificial insemination technician available at our doorsteps. With improved breeds, we are now able to get increased milk and incomes, says Muhammad Ajmal, a model dairy farm owner, residing at Bootay wala village.", Muhammad further adds.

Ali Muhammad is just one example of those over 2000 unemployed rural youth, trained as Artificial Insemination Technicians by the USAID-DRDF Dairy Project across Pakistan, with special focus on south Punjab province. These AITs are now providing breed improvement services to farmers at door step in Punjab and other provinces. The assistance package delivered through the Dairy Project is helping farmers and rural youth in developing commercially viable and sustainable dairy businesses, yielding improved milk yield and better incomes.



SUCCESS STORY

Taking the Lead

Dairy Projects farm manager training helps youth strengthen family's dairy farming business



Photo by USAID-DRDF Dairy Project

"Thanks to the USAID-DRDF training I have developed my family's dairy farm and added 18 more cows of the best breed."

Muhammad Fayyaz from Chak No. 95/15L, Mian Channu, Khanewal.

Muhummad Fayyaz Rana, from Chak no 95/15L, Mian Channu, Khanewal participated in the USAID-DRDF farm manager training in October 2012. Belonging to a family traditionally involved in dairy farming, Fayyaz wanted to get formally trained in best dairy practices so that he could expand his family's business. He read about the Dairy Project's Farm Management training in a newspaper and reached out to the project's team to participate. After conducting an entrance test and an interview, the project's team selected him for the four-week long training.

During the training, Fayyaz learnt about shed design, construction and management, best practices such as free access to water, vaccination, calf rearing and other such skills related to farm management. Before taking the training he had nine non-descriptive cows with four lactating animals and the average milk production was 2.5 liters per animal per day. After taking the training he bought 18 more animals including five lactating animals and 13 heifers belonging to the best breeds and his farms average milk production increased to 12 liters per animal per day. He sells an average of 85 liters of milk a day and keeps the rest for his family's consumption. His profit has subsequently increased by PKR 30,000 per month.

The surplus of milk has been a great benefit for his family. "My family is delighted as there is more milk to consume and I am presently also operating as a commercial dairy farmer!" says a beaming Fayyaz.